

ORDER



Orders
Order / Rev: 713146
Alt Order #: 06312510
Product Desc: MN UNITED
Estimate: 11939
Flight Dates: 09/17/12 - 09/23/12
Original Date / Rev: 09/12/12 / 09/12/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Media Strategies & Research/ POL
Buying Contact:
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Minnesota United for All Families
Demographic: A35+
Product Codes: IS-Issue/Ballot
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/23/12	62	\$66,175.00	\$56,248.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	62	\$66,175.00	\$56,248.75	0.00
Totals	62	\$66,175.00	\$56,248.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	26%	\$66,175.00
Market	100%	\$254,519.23

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	15%	\$38,177.88
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	1%	\$2,545.19
KSTP	21%	\$53,449.04
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	32%	\$81,446.15
WFTC	5%	\$12,725.96

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	09/17/12	09/21/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	11111--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	11111--			5		\$300.00		0.00				
E 2	KARE	09/17/12	09/21/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	11111--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	11111--			5		\$800.00		0.00				
E 3	KARE	09/17/12	09/21/12	Today Show Today Show	CM	7-9a	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	11111--			5		\$700.00		0.00				
E 4	KARE	09/22/12	09/22/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S-			1		\$750.00		0.00				
E 5	KARE	09/23/12	09/23/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$350.00		0.00				
E 6	KARE	09/17/12	09/21/12	M-F 9-10a TODAY	CM	9-10a	1-1-1--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	1-1-1--			3		\$300.00		0.00				
E 7	KARE	09/20/12	09/20/12	M-F 1-2p Rachel Ray	CM	1P-2P	---T---	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	---T---			1		\$150.00		0.00				
E 8	KARE	09/18/12	09/18/12	M-F 2-3p The Doctors	CM	2P-3P	-T-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-T-----			1		\$175.00		0.00				
E 9	KARE	09/17/12	09/21/12	M-F 3-4p DR OZ	CM	3-4p	11111--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	11111--			5		\$450.00		0.00				
E 10	KARE	09/17/12	09/21/12	M-F 430-5p Jeopardy	CM	430-5P	11111--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	11111--			5		\$900.00		0.00				
E 11	KARE	09/17/12	09/21/12	M-F 4-430p KARE 11 4 News	CM	4-430P	11111--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	11111--			5		\$350.00		0.00				
E 12	KARE	09/17/12	09/21/12	M-F 5-530p KARE 11 5 News	CM	5-530p	111-1--	:30	4	\$1,750.00	P-2	0.00	NM	4	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	111-1--			4		\$1,750.00		0.00				
E 13	KARE	09/17/12	09/21/12	M-F 6-630p KARE 11 6 News	CM	6-630p	1-111--	:30	4	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	1-111--			4		\$1,500.00		0.00				
E 14	KARE	09/22/12	09/22/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S-			1		\$850.00		0.00				
E 15	KARE	09/23/12	09/23/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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E 15	KARE	09/23/12	09/23/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S		1				\$1,100.00		0.00			
E 16	KARE	09/17/12	09/21/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	11111--	:30	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	11111--		5				\$1,800.00		0.00			
E 17	KARE	09/22/12	09/22/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S-		1				\$750.00		0.00			
E 18	KARE	09/17/12	09/17/12	Mon Prime THE VOICE	CM	658-9P (6:58 PM-9:00 PM)	M-----	:30	1	\$5,500.00	P-2	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M-----		1				\$5,500.00		0.00			
E 19	KARE	09/18/12	09/18/12	Tue Prime GO ON/NORMAL	CM	8-9P (8:00 PM-9:00 PM)	-T-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-T-----		1				\$3,000.00		0.00			
E 20	KARE	09/19/12	09/19/12	Wed Prime LAW ORD:SVU	CM	9-10P (9:00 PM-10:00 PM)	--W----	:30	1	\$1,850.00	P-2	0.00	NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	--W----		1				\$1,850.00		0.00			
E 21	KARE	09/20/12	09/20/12	Thu Prime OFFICE/PARKS	CM	8-9P (8:00 PM-9:00 PM)	---T---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	---T---		1				\$2,000.00		0.00			
E 22	KARE	09/21/12	09/21/12	Fri Prime DATELINE	CM	9-10P (9:00 PM-10:00 PM)	----F--	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	----F--		1				\$1,750.00		0.00			
E 23	KARE	09/18/12	09/20/12	M-F 10-1035p KARE News 10p	CM	10-1035P	-1-1---	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-1-1---		2				\$2,400.00		0.00			
E 24	KARE	09/22/12	09/22/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S-		1				\$2,000.00		0.00			
E 25	KARE	09/19/12	09/19/12	Tonight Show Tonight Show	CM	1035pm-1135pm	--W----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	--W----		1				\$750.00		0.00			
													Totals	62	\$66,175.00